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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, third in the series, demonstrates how to develop and administer self-administered and mail surveys. Areas covered are the kinds of self-administered questionnaires, the circumstances under which they are appropriately used, and the skills needed to design them, estimate their costs, select appropriate samples, and document the decisions made. Follow-up procedures for nonrespondents are also explained. The following chapters are included: (1) "Overview of Self-Administered Questionnaires"; (2) "Content of the Questionnaire"; (3) "'User-Friendly' Questionnaires and Response Categories"; (4) "Format of the Questionnaire"; and (5) "Implementation." A list of 35 annotated sources for further reading is attached. (Contains 2 examples and 16 figures.) (SLD)

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